INTRODUCTION

by Larry Tolkin

The 1911 Nassau Lighter Catalogue

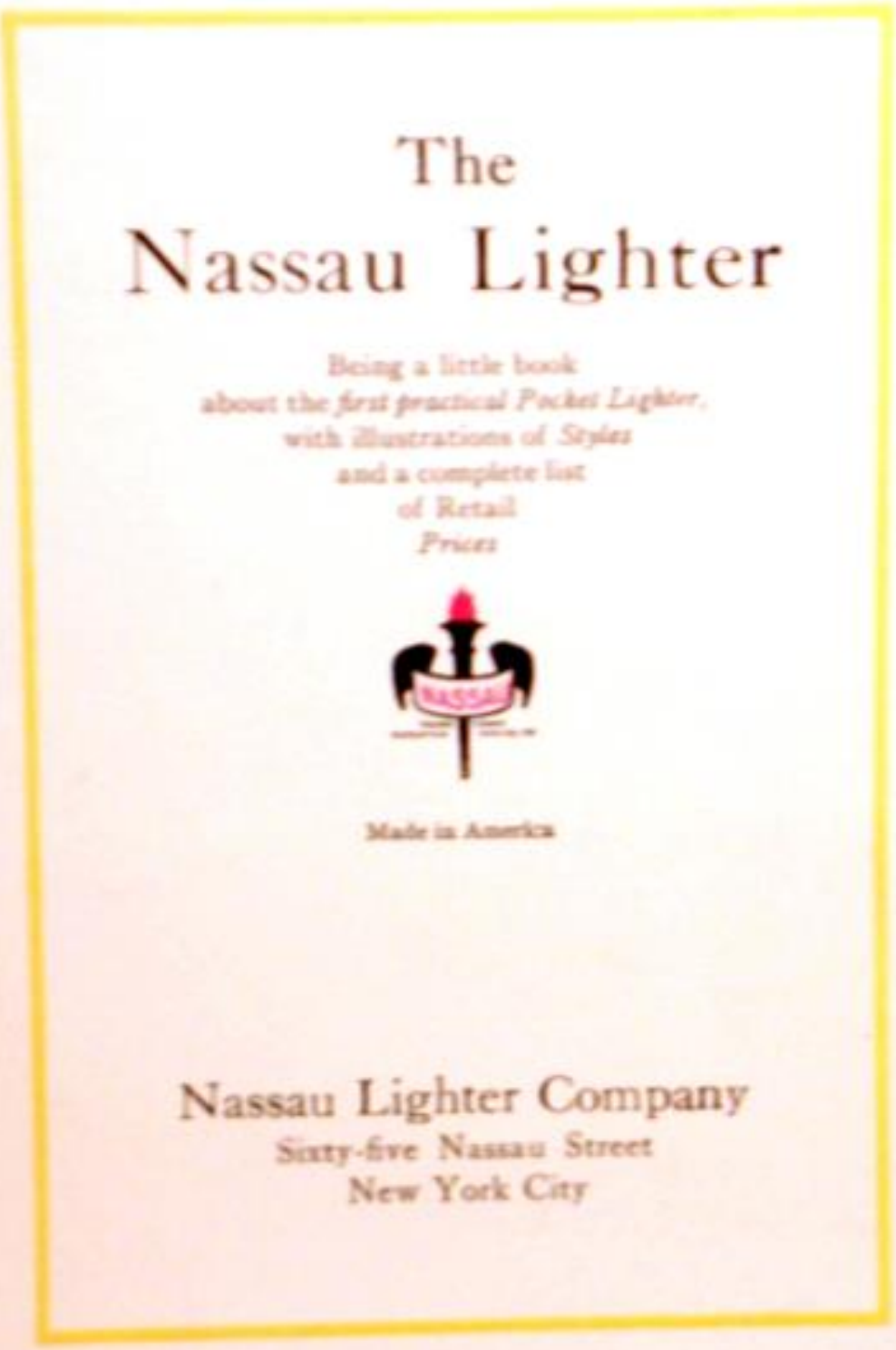
Nassau lighters are an important part of vintage American lighter manufacturing. They were produced on Nassau Street in lower Manhattan.

While the underside reads patent 1905, Nassau lighters were first introduced circa 1910.

This type semi-automatic press button mechanism was first invented in Austria circa 1909.

The Nassau line of quality press button automatics is featured in the 1911 catalogue as shown. Each model came in a variety of finishes from 14k gold to nickel plate. These are the only known pocket versions (except specific advertisers) and it is not difficult to collect each model, either in a plated finish or sterling silver.

Most serious collectors appreciate Nassau sterling silver versions and love the 14k gold model.



A LIGHT WITHOUT A MATCH

IT was American inventive genius that solved the lighter problem. The *Nassau* is the one practical pocket lighter. The great need for it—the enormous field—is shown by the wide sale in this country of the clumsy foreign lighters that thousands of men have bought, and carry despite their shortcomings.

The *Nassau* is the one thin-model Lighter.

It takes up less room in the pocket than a match safe.

It is as neat as a piece of jewelry.

Both case and works are strictly watch construction.

The mechanism is extremely simple and strong, never gets out of order.

The *Nassau* gives a true spark and a clear flame at the touch of the spring.

It is a live specialty for every progressive cigar store, for haberdashers, for statioпers, for newsdealers, for drug stores, for jewelers, for department stores.

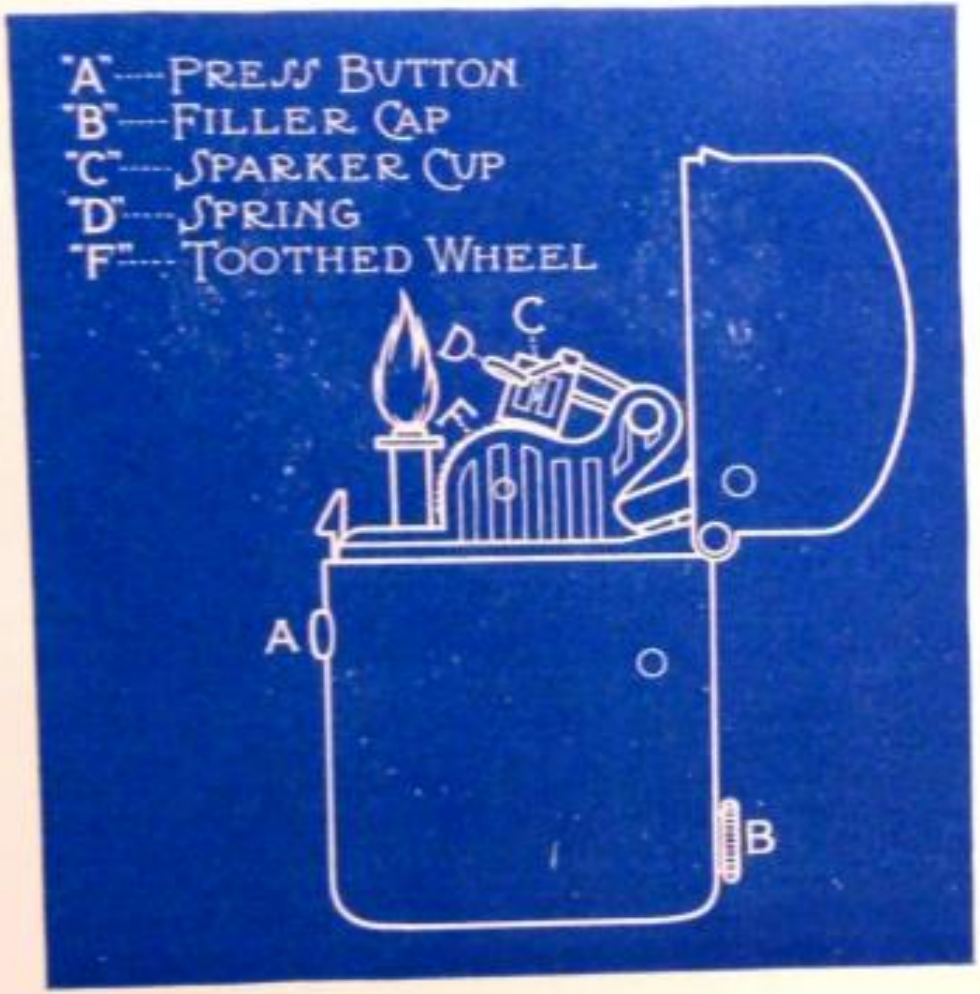
It appeals to every man who ever has need of a match.

It is equally adapted for lighting a gas jet, an automobile lamp, an oil lamp, a cigar, a cigarette or a pipe.

How often does the average man say, "May I trouble you for a light?"

It is much better always to have a light without trouble to himself or anybody.

It will pay all dealers to write to us for our proposition.



The Nassau Lighter

THE *Nassau Lighter* strikes a light instantly by an intensely hot spark igniting the vapor of benzine. This spark is the genius of the *Nassau Lighter*. It is produced by the friction of a toothed wheel on a slip of "Ceric Iron"—a new metal discovered by Dr. Auer von Welsbach, inventor of the Welsbach mantle.

Ceric Iron is the only metal ever discovered which will yield this intensely hot spark, which is the reason why no pocket lighter up to the present time has been really practical and successful.

Nassau Ceric Sparkers are carefully selected pieces of this ceric iron and are put up in small metallic tubes to protect them from the atmosphere.

We control the basic patents upon all automatic lighters which operate upon the same principle as the *Nassau*. We are prepared to protect our rights and the rights of every dealer who sells and every person who buys a *Nassau Lighter*.

The construction of the *Nassau Lighter* and the way it works are well illustrated on the opposite page.

As you see, it is about the size of a small pocket match safe.

In the lower part is a benzine chamber, packed with absorbent cotton. This chamber is filled through opening at **B** with benzine or gasoline by means of a

medicine dropper (holding about two or three dropperfuls) or a Nassau filling can.

Close by the wick tube is the rotating friction wheel **F** on which the Nassau Ceric Sparker in cup **C** is pressed by spring **D.**

In the lid is the vacuum cup which fits down tight over the top of the wickstand when the lid is closed.

Now, when the button **A** is pressed, the lid flies back by spring action—the vacuum cup creates a vacuum, which causes the benzine to fly into vapor—the friction wheel rotates, striking an intense spark from the sparker —and the vapor bursts into flame, which burns as long as the lid is left open.

Closing the lid puts the flame out immediately.

Each Nassau Ceric Sparker is good for at least *two thousand* lights—and is quickly and cheaply replaced, by releasing the spring **D,** throwing out the exhausted sparker and dropping in a new Nassau Ceric Sparker.

The benzine chamber holds enough benzine to last from ten days to two weeks—and is refilled in a moment.

The mechanism of the *Nassau Lighter* is built with the precision of a watch.

We have purposely kept it very simple—not only for the sake of compactness, but to do away with the troubles that always crop out sooner or later with complicated trains of cog-wheels.

The Nassau springs are made of the finest grade piano wire procurable for money.

The friction wheels are turned out of a steel that measures up to the U. S. Government standards in

building its great guns. They are toothed by special machinery and are tempered very hard, so that they are practically proof against wear.

For vacuum cups we use cork instead of rubber. Cork is not affected by benzine, which cuts rubber into a soft paste, makes the lighter dirty and impairs its efficiency.

Every *Nassau Lighter* undergoes rigid inspection by five inspectors before it is put on the market.

One inspector passes the cover; another the wick; another the spring; another the workmanship; and another the benzine capacity.

We know then that every *Nassau Lighter* is *perfect* when it leaves the factory.

We can guarantee it absolutely.

Every dealer is authorized to give a new *Nassau Lighter* in exchange for any that fails through defect of workmanship or material—provided the defective Lighter has not been dented or badly treated.

We back up our dealers in making every *Nassau Lighter* perfectly and entirely satisfactory to the purchaser.

The *Nassau Lighter* is made in genuine German silver, gold plate, sterling silver, and solid 14k gold—in prices ranging from $1.00 to $75.00 retail.

It is made in a great variety of staple patterns, and can be had also hand engraved or decorated with society (Masonic, Elk, etc.), college and fraternity emblems, etc., as desired (*see illustrations and price list*).

The genuine German silver lighters are heavily plated on solid German silver. The gold-plated, on oreide, a

golden yellow alloy which brings up the fine deep color of the gold plate.

The dealer who handles the *Nassau Lighter* has everything in his favor.

He has a practical article to fill a real need.

He has a Pocket Lighter that costs a man no more than a pocket match safe—and is a thousand times more useful.

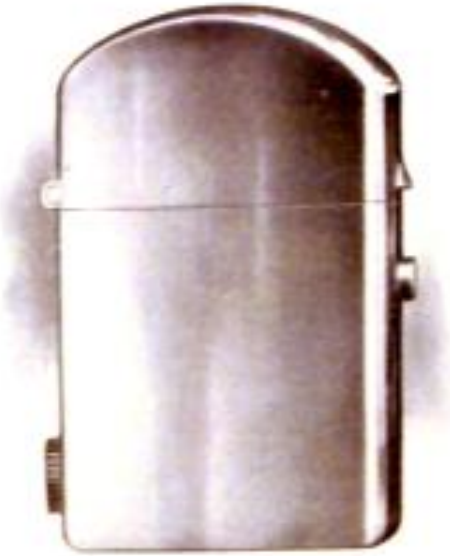
He can bank on the American's love of novelty, of convenience—of the newer and better way of doing things.

The *Nassau Lighter* will eventually supersede matches for pocket use—and to a large extent for household use as well.

It is quick, certain, convenient, practical—and absolutely safe.

In France the use of this Lighter has made such inroads on the sales of matches (which are a government monopoly and a large source of revenue) that the government has imposed a heavy tax on the lighters.

A LIGHT WITHOUT A MATCH



Nassau Lighters

Plain Pattern

1.	German Silver	$1.00
3.	Sterling Silver	5.00
3-A.	Sterling Silver, small size	5.00

Nassau Lighters

Empire Pattern

1-D. German Silver.....$2.00
2-A. Gold Plate, matt finish..... 3.00
2-B. Gold Plate, polished finish.. 3.00

A LIGHT WITHOUT A MATCH

Nassau Lighters

Engine Turned Pattern

1-L. German Silver.....$2.00
2-E. Gold Plate, matt finish..... 3.00
2-F. Gold Plate, polished finish.. 3.00

Nassau Lighters

Basket Pattern

1-H. German Silver $2.00
2-C. Gold Plate, matt finish 3.00
2-D. Gold Plate, polished finish .. 3.00

A LIGHT WITHOUT A MATCH

Nassau Lighters

Emblem Pattern

1-T. German Silver $2.00

Nassau Lighters

Plain Pattern

2.	Gold Plate.....	$2.50
4-B.	Solid Gold 14K.....	
4	Solid Gold 14K, small size	

A LIGHT WITHOUT A MATCH

Nassau Lighters

Emblem Pattern

2-G. Gold Plate.....$3.50

A LIGHT WITHOUT A MATCH

Nassau Lighters

Monogram Pattern

Monograms placed upon plain pattern
50c extra

A LIGHT WITHOUT A MATCH

Nassau Lighters

Emblem Pattern

3-C. Sterling Silver..... $6.50
3-Cs. Sterling Silver, small size.. 6.50

A LIGHT WITHOUT A MATCH

Nassau Lighters

Hand Engraved Pattern

3-D.	Sterling Silver	$7.50
3-Ds.	Sterling Silver, small size	7.50
4-A.	Solid Gold 14K	
4-C.	Solid Gold 14K, small size	

A LIGHT WITHOUT A MATCH

Nassau Lighters

Single Engine Turned Pattern

3-E.	Sterling Silver	$7.50
3-Es.	Sterling Silver, small size	7.50

A LIGHT WITHOUT A MATCH

Nassau Lighters

Single Engine Turned, Arrow Pattern

3-T. Sterling Silver $7.50
3-Ts. Sterling Silver, small size... 7.50

A LIGHT WITHOUT A MATCH

Nassau Lighters

Double Engine Turned, Zigzag Pattern

3-H. Sterling Silver..... $8.50
3-Hs. Sterling Silver, small size.. 8.50

Nassau Lighters

Double Engine Turned, Chain Pattern

3-K. Sterling Silver $8.50
3-Ka. Sterling Silver, small size ... 6.50

A LIGHT WITHOUT A MATCH

Nassau Lighters

Double Engine Turned, Checker Pattern

3-J. Sterling Silver $8.50
3-Ja. Sterling Silver, small size 6.50

A LIGHT WITHOUT A MATCH

Nassau Lighters

Double Engine Turned, Plaid Pattern

3-3E. Sterling Silver..... $8.50
3-3Es. Sterling Silver, small size... 6.50

GENTLEMEN—We take pleasure in herewith enclosing a Descriptive Catalogue and Price-List covering NASSAU Lighters which we manufacture and every one of which we absolutely guarantee. We have endeavored to make the high standard of this catalogue representative of the class of our goods. Thus, however, is but a continuation of our policy to make the quality of NASSAU Lighters superior in every respect to all other makes.

We furthermore claim all patent rights to articles of this kind, and are at the present time vigorously prosecuting several importers and manufacturers who are selling infringing articles.

Accompanying this letter you will find a blank order and an addressed envelope, which will enable you to place an initial order with us, which we know will prove profitable to you.

Very truly yours,

NASSAU LIGHTER CO.

NASSAU LIGHTERS

No.	STYLE	SELLING PRICES Per Dozen	Per Dozen per Gross	Retail
1	GENUINE GERMAN SILVER, Plain	$7.50	$7.20	$1.00
1-D	" " " Empire	14.00	—	2.00
1-H	" " " Basket			
1-L	" " " Engine Turned			
1-T	" " " with Emblems	15.00	—	2.00
2	GOLD PLATED, Plain	18.00	—	2.50
2-A	" " Empire, Polished	24.00	—	3.00
2-B	" " " Matt Finish			
2-C	" " Basket Polished			
2-D	" " " Matt Finish			
2-E	" " Engine-Turned, Polished			
2-F	" " " " Matt Finish			
2-G	" " with Emblems	26.00	—	3.50
3	STERLING SILVER, Plain, Large	36.00	—	5.00
3-A	" " " Small			
3-C	" " " Large, with Emblems	42.00	—	6.50
3-CS	" " " Small " "			
3-D	" " Large, Hand Engraved	52.00	—	7.50
3-DS	" " Small, " "			
3-E	" " Single Engine-Turned, Large			
3-ES	" " " " " Small			
3-T	" " " " " Arrow Large			
3-TS	" " " " " " Small			
3-F	" " Large, Gold Plated			
3-FS	" " Small, " "			
3-H	" " Double Engine-Turned, Zigzag, Large			
3-HS	" " " " " " Small			
3-J	" " " " " Checker, Large	66.00	—	8.50
3-JS	" " " " " " Small			
3-K	" " " " " Chain, Large			
3-KS	" " " " " " Small			
3-M	" " " " " Plaid, Large			
3-MS	" " " " " " Small			

		Each
4	SOLID GOLD, Small, Plain	$40.00
4-A	" " " Hand Engraved	45.00
4-B	" " Large, Plain	50.00
4-C	" " " Hand Engraved	55.00

SELLING PRICES OF NASSAU CERIC SPARKERS

Per dozen, in Tubes . . . $0.50 Per hundred, in Tubes . . . $4.00 Per thousand, in Bulk . . . $20.00

Nassau Filling Cans	$1.00 per dozen	$ .10 each
Monograms		.50 extra
Parts, Screws, Etc.		.10 extra